



**Manchester
Metropolitan
University**

Millington, Steven, Young, Craig and Lever, Jonathan (1997) A bibliography of city marketing. *Journal of Regional and Local Studies*, 17 (2). pp. 16-42. ISSN 0265-7325

Downloaded from: <https://e-space.mmu.ac.uk/622323/>

Publisher: Humberside College of Higher Education

Please cite the published version

<https://e-space.mmu.ac.uk>

A BIBLIOGRAPHY OF CITY MARKETING

by Steve Millington, Craig Young and Jonathan Lever

Introduction

City and place marketing have become important elements of local economic development strategies over the last two decades. These topics have become a major focus for practitioners involved in place management and development (including both local government and non-governmental organisations e.g. Urban Development Corporations, Training and Enterprise Councils). They have also grown in importance as topics for academic investigation.

This bibliography seeks to present a comprehensive listing of references related to city and place marketing. It includes books and journal papers, major conference papers, and a section listing examples of city marketing which can be accessed on the World Wide Web (WWW). The bibliography should be of use for research and teaching purposes for those interested in topics such as city or place marketing, local economic development, planning, urban development, urban studies, place imagery, marketing science, local government studies, urban politics, and to practitioners in local authorities and other agencies of local economic development.

After a short introduction discussing the meaning of city marketing, a series of key themes are identified within the current literature on city/place marketing. The bibliography is then structured around these themes which are: city and place marketing in general; partnerships and governance - the new political context of city marketing; city marketing in the context of local and global relationships; place imagery and representation in city marketing; city marketing in the context of local economic development; and case studies of city marketing.

What is place marketing?

City or place marketing are not straightforward terms to define (Ashworth and Voogd, 1988). Although both concepts draw on specific ideas and practices from marketing in the private sector, the marketing of places is different in significant ways. Fundamentally place marketing is a non-profit making exercise. Places are not the same as products, the aims of marketing strategies differ, and it is more difficult to evaluate the success of this kind of marketing.

City marketing is taken here to be the application of place marketing principles and activities within urban settings or environments, though in reality the phrases city and place marketing are interchangeable. The meanings and the activities involved in both, however, have developed over time. Originally the terms related to the selling or promotion of images of places (Barke and Harrop, 1994; Spooner, 1995; Ward, 1995, 1996). In the USA and the UK the practice of place promotion can be traced back to the 19th century with the selling of large real estate developments, suburban estates, resort towns and even industrial cities (Gold and Ward, 1994; Ward, 1995).

Over the last two decades, however, under conditions of globalisation and the spiral of international competition, place marketing has taken on additional meanings, as well as becoming an established tool of local economic development (Mills and Young, 1986; Barke and Harrop, 1994). Place marketing today will encompass a range of activities from place advertising and promotion,

to 'product development' i.e. sophisticated strategies involving large scale investment in local attractions, environmental improvement, property development, flagship projects and 'spectacle events' (such as major cultural and sporting events). The academic literature often bundles all these activities under the term 'civic boosterism' (Ashworth and Voogd, 1994; Spooner, 1995; Smythe, 1994).

Another academic perspective draws on marketing theory. This view sees the development of place marketing as part of a shift in the organisational and management philosophy of local government (Ashworth and Voogd 1988; 1990; 1994). In this context, place promotion can be regarded as just one marketing tool within a much wider strategic approach to place management. This wider strategic approach has involved the adoption of multiple, holistic and complex objectives. These range from traditional concerns with improving place image/identity or raising awareness about an area; to include attracting inward investment, tourists, or skilled employees; promoting self confidence and civic pride; and using the same techniques to draw down external governmental and European Union funding.

References which present general discussions of the meaning and application of city marketing can be found in the bibliography section *City and place marketing: general*. Examples can be found in the sections *Case studies of city and place marketing* and *Resources for investigating city marketing on the WWW*.

Place image and identity

Although city marketing can be regarded as a complex strategic management function one of its key activities is the advertising of place (see the bibliography sections *Place imagery and representation in city marketing*, *Case studies of city and place marketing* and *Resources for investigating city marketing on the WWW*). The creation and use of place imagery is an important area of study and forms a significant element of the practices of city marketing. Image is important to cities. If cities are to become 'meccas of consumerism' they need to break away from their industrial past and carve out a new identity. There is a need to change perceptions of cities and how people value cities. The projection of the 'right' image can: improve a city's marketability within the global economy; maintain business confidence; and stimulate consumer or tourist expectation. To create the right image, agents of urban governance such as local authorities have initiated sophisticated marketing strategies and advertising campaigns (Bianchini et al. 1992; Smyth 1994; see the bibliography section *Partnerships and governance: the new political context of city marketing*).

Image marketing comprises two stages. First, it is an awareness raising exercise. Second, it is an attempt to identify and change people's attitudes towards a place, and thus modify their behaviour. Initially, much place marketing practice was concerned with simple awareness raising campaigns, and some of the academic literature has been concerned with describing and evaluating these (Burgess, 1982; Wilkinson, 1992). However, as place marketing has become more ingrained in local economic development practice image and communication strategies have become more sophisticated (Mills and Young, 1986). Understanding these more complex issues has received more academic attention. Attention has been focused on the cultural representation of place (Barke and Harrop, 1994; Dann, 1996; Holcombe, 1993; Lew, 1991; Pocock, 1992; Squire, 1993); the politics of place representation (Boyle and Hughes,

1991; Lovering, 1995, 1996; Sadler, 1993); issues of social exclusion (Boyle and Hughes, 1991; Burgess and Wood, 1988); the process of the communication of image (Gold, 1994); and the consumption of city image and its impact on decision makers (Burgess and Wood, 1988; Burgess, 1982; Young and Lever, 1997; Herbert, 1996; Wakeman, 1996).

In addition to these analyses another perspective is one which is critical of the use of place imagery as a central part of local economic development strategies. A fundamental criticism is that marketing the city does not tackle root economic problems, and instead masks the growing economic and social polarization occurring in many cities/places (Harvey, 1989; Lovering, 1995). Loftman and Nevan (1994), for example, show how flagship projects in Birmingham have contributed to the creation of dual or secondary labour markets. They go on to question whether the city needs to market itself at all, showing how businesses relocating to the area are attracted by the city's existing communications infrastructure and geographic position rather than the city's new conference and cultural facilities. In the long term, flagship projects may even be detrimental to the local economy, considering that the opportunity cost of such investment is spending on housing and education. In addition, cities that base economic development on external growth factors, such as inward investment or tourism, become more vulnerable to change beyond local control.

Social polarization may occur because the images of urban lifestyle presented through city marketing are often targeted at particular social groups (Bianchini, 1991; Sadler, 1993). Sadler, for example, argues that place marketing can be read as a process that involves the social construction of place that reinforces the political hegemony. Madsen (1992) argues that through marketing, cities aim to attract corporate investment, tourism and dynamic employees. As a consequence resources are concentrated on attracting office development, expensive housing and cultural facilities for these specific social groups, even though it is widely recognised that the economic benefits of such developments are unlikely to trickle down to local disadvantaged social groups (Bianchini *et al*, 1992; Bovaird, 1994; Loftman and Nevan, 1994; Robinson *et al*, 1994).

City marketing has also been criticised as being more of a political than an economic instrument. The reconstruction of the city's 'physical and social imagery' (Harvey 1989, 14) to improve competitiveness is politically motivated by local elites. Image is used as a mechanism of social control to unify the city, to create a sense of shared identity or civic pride, but also to mask factors that could harm business or consumer confidence, such as social disorder or internal political dissent (Harvey 1989; Sadler 1993).

Why has city marketing become important?

Place marketing has emerged as a key element of local economic development strategies in the late 20th century (see the bibliography section *City marketing in the context of local economic development*) because of economic and political change at a variety of scales. The key processes are global economic restructuring and an associated transition in political ideology towards a neo-right agenda, which have influenced new directions in local economic development and local governance (an apparent move towards 'entrepreneurialism' in governance and the creation of new agencies of economic development e.g. public-private partnerships). The appearance of new forms of local governance is thus complexly related to the interplay of global and

local forces (see the bibliography section *City marketing in the context of local and global relationships*).

Many European and North American cities have lost their ability to compete in manufacturing in the context of global economic restructuring and the 'global shift' in manufacturing (Dicken, 1992). The result is an 'urban crisis', with cities having to cope with a falling tax base, a poor environment, high rates of poverty or of social polarisation, and unemployment, all of which contribute to a poor image of declining industrial cities as locations for investment. Cities now find themselves in an environment where resources are scarce and inter-urban competition for international capital and revenue flows is more intense. From this perspective international capital is regarded as hyper-mobile i.e. large multinational companies can choose from an increasing number of localities in which to invest. In response, some cities have tried to re-orientate themselves towards different functions, notably the service sector and consumption (Harvey, 1989; Fainstein 1990; Lash and Urry 1994; Smyth 1994; Wilkinson 1992). In this context, place marketing has emerged as an appropriate tool to tackle problems such as the poor image as perceived by potential investors in, and visitors to, the city (see the bibliography sections *Case studies of city and place marketing* and *City marketing in the context of local and global relationships*).

The emergence of place marketing has also been facilitated by change in the political climate in which local government operates (see the bibliography section *Partnerships and governance: the new political context of city marketing*). During this period, the dominating political hegemony is a basically a neo-right agenda that stresses market-led solutions to economic problems, a rolling back of the state, and the importance of the private sector in terms of offering resources and expertise. The increasing pressures of inter-urban competition have contributed to a spiral of place competition (Bennet and Krebs, 1991; Eisenschitz and Gough, 1993; Goodwin, 1993; Harvey, 1989; Keating 1993; Kotler *et al*, 1993; Paddison, 1993). This competition is fuelled by the fears of local policy makers that by failing to 'play the game' they will become losers in the global economy. A criticism of this political stance is that as a result elected local government has to be seen to be doing something to promote the local economy. In this respect city marketing is criticised as being a metaphor for local economic development (Bovaird 1994; Lovering, 1995). Despite local political difference, these broad political pressures are influencing the nature and content of local responses to structural economic conditions.

Although it is difficult to generalise, certain characteristics of these local responses in the West can be identified. Local government has become more involved in supporting local economic development (Mayer, 1995; Mills and Young, 1986). Some observers have suggested that this is evidence that local government is becoming entrepreneurial i.e. involved in risk-taking, inventiveness, and promotion (Harvey, 1989). The extent to which this shift has occurred is debatable (Hall and Hubbard, 1996), but the majority of observers would agree that local government is more involved in local economic development.

The private sector has increasingly been granted a role in local economic policy formation and implementation. There are public-private partnerships on two levels. First, there are an increasing number of specific short term arrangements between the public and private sectors with the objective of leveraging in private capital into distressed urban environments. Second, there has been a growth of quangos which has involved bringing together public and

private sector expertise in order to bring new fast-track initiatives to regeneration. Therefore the focus of study is now on local governance as opposed to local government. Local governance refers to the combination of local government and private interests. This can take several institutional forms: public-private sector partnership; private sector penetration of local state e.g. contracting out of local government services to the private sector; and the penetration of local government by quangos e.g. TECs, UDCs (Stone, 1989).

However, this account of, and explanation of change, is somewhat generalised. The globalisation 'thesis' has been over-emphasised, and the impacts of globalisation have been restricted to certain places and economic activities. The impacts of the hyper-mobility of capital and globalisation of economic activity have in fact been restricted to certain industrial sectors, and certain businesses and activities within those sectors e.g. financial services and certain manufacturing operations. Core business activities tend to be 'locally embedded' i.e. they are fixed in localities. Localities thus attempt to attract those elements of capital which are mobile, and to retain existing economic activity.

In addition to this diversity in the impacts of globalisation, local case studies reveal that in certain times and places powerful local forces can mediate the impact of global economic change (see the bibliography sections *City marketing in the context of local and global relationships* and *Case studies of city and place marketing*). The ability of local actors (such as local government, business and partnerships) to mobilise resources to secure sustained local economic development varies over time and space. This variation is due to the diversity of: local economic problems; the strength and organisation of the local business community; the politics of the local authority and the local community; local ideological and historical/cultural traditions; and the role of key individuals acting as catalysts in partnership formation. Capital development is essentially culturally and socially embedded in small and often geographically confined networks and sub-systems of individual and group activity. The rise in importance of city marketing is thus due to a complex interplay of local and global forces (Amin and Thrift, 1994, 1995; Cox, 1993; Dunford and Kafkalas, 1992; Lovering, 1997; Peck and Tickell, 1994; Sadler, 1992).

Local case studies thus reveal a number of implications for the practice of place marketing in the global economy. First, given the uneven nature of globalisation there is a diversity in marketing strategies and objectives. Second, the dynamic nature of the global economy implies that localities will need to constantly adapt and accommodate new economic trends (Kotler et al. 1993). Third, localities must ensure that they promote uniqueness and place heterogeneity in order to avoid the serial reproduction of place imagery in their strategies, and entering into a 'zero-sum' game of seeking to produce very similar urban environments (Harvey, 1989). The degree to which local government has adopted entrepreneurial approaches and city marketing is thus variable and diverse.

All of these themes require further refinement and empirically based research. The literature has too often focused on a small number of case studies often of a certain type, mainly large urban and former industrial locations. Some of these cities are perhaps exceptional in their experience. Theoretical perspectives and generalisations have been made based on this small number of case studies which need to be investigated further through a range of case studies. Research has indicated, for example, that it is extremely difficult to apply generalisations based on the US experience to the UK, and the UK is probably a special case in

Europe because of the nature of its local government. The experience of the countries of the former Eastern Europe and Soviet Union is highly under-researched, as are Developing World countries. General accounts of city marketing as evidence of a move towards entrepreneurial strategies in local governance need evaluating with regard to the diversity of experience found in local areas. The issues associated with city marketing, however, are likely to continue to be of vital importance to many cities for several years to come and require a deeper understanding.

THE BIBLIOGRAPHY

City and place marketing: general

- Adams D (1994) *Urban Planning and the Development Process* (UCL Press, London)
- Association of District Councils (1983) *Marketing and Promotion* (Economic Development by District Councils. A Series of Papers on Best Practice: Paper 2)
- Amin A and Thrift N (eds.) (1994) *Globalisation, institutions, and regional development in Europe* (Oxford University Press, Oxford)
- Amin A and Thrift N (1995) *Globalisation, Institutional Thickness and the Local Economy* in P Healey, S Cameron, S Davoudi, S Graham and A Madani-Pour (eds.) *Managing cities: the new urban context* (Wiley, London), 91-108
- Andreassen A (1994) 'Social Marketing: Its Definition and Domain' *Journal of Public Policy and Marketing* 13(1), 108-14
- Ashworth G J and Voogd H (1988) 'Marketing the city: Concepts, processes and Dutch applications' *Town Planning Review* 59(1), 65-79
- Ashworth G J and Voogd H (1990) *Selling the City* (Belhaven Press, London)
- Ashworth G J and Voogd H (1990) 'Can Places Be Sold for Tourism?' in G J Ashworth and B Goodall (eds.) *Marketing Tourism Places* (Routledge, London), 1-16
- Ashworth G J and Voogd H (1994) 'Marketing and Place Promotion' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 39-52
- Ave G and Corsico F (eds.) (1993) *Urban Marketing in Europe* (Torino Inontra, Torino)
- Bailey J T (1990) *Marketing Cities in the 1980s and Beyond - New Patterns, New Pressures, New Pressure* (American Economic Development Council, Rosemont)
- Bailey M (1994) 'Towards a Research Agenda for Public-private Partnerships in

the 1990s' *Local Economy* 8, 292-305

Baltic Institute (1994) Visions and Strategies Around the Baltic Sea 2010. Paper presented at the Third Conference of Ministers for Spatial Planning and Development, Tallin, Estonia, December 7-8th

Barke M and Harrop K (1994) 'Selling the industrial town: identity, image and illusion' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 93-114

Bianchini F and Schwengel H (1990) 'Re-imagining the city' in J Corner and S Harvey (eds.) *Enterprise and Heritage - cross-currents of National Culture* (Routledge, London), 212-63

Borchert J G (1994) 'Urban Marketing: A Review' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 415-27

Bovaird T (1994) 'Managing Urban Economic Development: Learning to Change or the Marketing of Failure?' *Urban Studies* 31, 573-603

Bovaird T (1995) Urban Governance and 'Quality of Life' Marketing in Strategies for Competition between Sustainable Cities. Paper presented at the Regional Futures: Past and Present, East and West Conference, Regional Studies Association, Gothenberg, May 6-9

Boyle M and Hughes G (1991) 'The politics of the representation of 'the real': discourses from the Left on Glasgow's role as European City of Culture, 1990' *Area* 23, 217-28

Boyle M (1997) 'Civic Boosterism in the politics of local economic development 'institutional positions' and 'strategic orientations' in the consumption of hallmark events' *Environment and Planning A, Special Edition on the Cultural Industries* 29, 1975-1997

Bramwell B and Rawding L (1994) 'Tourism marketing, objectives and urban governance' *Tourism Management* 15(6), 425-34

Brennan D P (1994) 'Marketing Places - Attracting Investment, Industry, and Tourism to Cities, States, and Nations' Book Review, *Professional Geographer* 46(2), 264-65

Brownill S (1994) 'Selling the inner city: regeneration and place marketing' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 133-51

Burgess J and Wood P (1988) 'Decoding Docklands - Place Advertising and Decision-making Strategies of the Small Firm' in J Eyles and D M Smith (eds.) *Qualitative Methods in Human Geography* (Polity Press, Cambridge), 94-117

Buursink J (1994) 'Double Cities: Identity and Marketing of a New Urban

Product' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 37-51

Clarke A (1986) 'Local Authority Planners or Frustrated Marketers?' *The Planner* May, 23-6

Cooke P (1990) 'Manufacturing Miracles: the changing nature of the local economy' in M Campbell (ed.) *Local Economic Policy* (Cassell Education, London), 25-42

Davies R J (1994) 'Structural Underpinnings of an Olympic City Bid' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 111-27

Dematleirs G (1994) 'Urban Identity, City Image and Urban Marketing' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 397-414

Doyle P (1994) *Marketing Management and Strategy* (Prentice Hall, New Jersey)

Duffy H (1995) *Competitive cities: succeeding in the global economy* (Spon, London)

Foley P (1992) 'Selling the city: marketing approaches in public sector urban planning' Book review, *Progress in Human Geography*, 10(4), 608-10

Fretter A D (1993) 'Place Marketing: A Local Authority Perspective' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 163-74

Gaedeke R M (1977) *Marketing in Private and Public Non-profit Organisations: Perspectives and Illustrations* (Goodyear, Santa Monica)

Gold J R and Ward S V (eds.) (1994) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester)

Goodall B (1990) 'The Dynamics of Tourism Place Marketing' in G J Ashworth and B Goodall (eds.) *Marketing Tourism Places* (Routledge, London), 259-79

Goodwin M (1993) 'The City as Commodity: The Contested Spaces of Urban Development' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 145-62

Goss J D (1993) 'Placing the market and marketing place: tourist advertising of the Hawaiian islands, 1972-92' *Environment and Planning D: Society and Space* 11, 663-88

Griffiths R (1993) A Cultural Strategy for Urban Regeneration in Bristol, UK.

Paper presented at the 35th Annual Conference for the Association of Collegiate Schools of Planning, University of Pennsylvania, Philadelphia, USA, October 28-31

Griffiths R (1993) 'The Politics of Cultural Policy in Urban Regeneration Strategies' *Policy and Politics* 21(1), 39-46

Harris P and O'Toole L (1994) 'The Olympic Bid: Manchester 2000' in P Harris and F McDonald (eds.) *European Business and Marketing: Strategic Issues* (Paul Chapman Publishing, London), 215-22

Helbrecht I (1994) City marketing - A New Approach to Strategic Planning in the Public Sector (The German Case). Paper presented at the Cities, Enterprise and Society at the Eve of the 21st Century Conference, University of Lille, March 16-18

Hill C R (1994) 'The Politics of Manchester's Olympic Bid' *Parliamentary Affairs* 47, 338-54

Holcomb B (1993) 'Revisioning Place: De- and Re-constructing the Image of the Industrial City' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 133-43

Holcomb B (1994) 'City makeovers: marketing the post-industrial city' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 115-131

Kenny J T (1995) 'Making Milwaukee famous: cultural capital, urban image, and the politics of place' *Urban Geography* 16(5), 440-58

Kotler P and Andreasen A (1991) *Strategic marketing for non-profit organisations* (Prentice Hall, London)

Kotler P, Haider D H, and Rein I (1993) *Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States and Nations* (The Free Press, New York)

Kotler P (1994) *Marketing Management: Analysis, Planning, Implementation and Control* (Prentice Hall, New Jersey)

Kuklinksi A (ed.) (1995) *Baltic Europe in the Perspective of Global Change - Volume 1* (Oficyna Naukowa, Warszawa)

Lawless P (1993) *Infrastructural Investment, City Marketing and Image in Sheffield: the context* (Centre for Economic and Social Research Research Paper Number Four, Sheffield Hallam University)

Levitt T (1985) 'Marketing Myopia' in B N Enis and K Cox (eds.) *Marketing Classics* (Allyn and Bacon, Massachusetts), 3-19

Lewis L (1978) 'Local government agencies try advertising' in C H Lovelock and C B Weinberg (eds.) *Readings in Public and Non-profit Marketing* (Scientific

Press, New York, USA), 37-54

Loftman P and Nevin B (1994) 'Prestige project developments: economic renaissance or economic myth? A case-study of Birmingham' *Local Economy* 8, 307-14

Ludtke H and Stratmann B (1996) 'Zero-sum games on quasi-markets. City marketing as a theoretical and methodological challenge to social research' *Soziale Welt-Zeitschrift für Sozial Wissenschaftliche Forschung und Praxis* 47(3), 297-308

Madsen H (1992) 'Place marketing in Liverpool: a review' *International Journal of Urban and Regional Research* 16, 633-40

Molotch H (1976) 'The City as a Growth Machine: Towards a Political Economy of Place' *American Journal of Sociology* 82, 309-32

Neil W J V (1993) 'Physical planning and image enhancement: recent developments in Belfast' *International Journal of Urban and Regional Research* 17(4), 595-969

Paddison R (1993) 'City Marketing, Image Reconstruction and Urban Regeneration' *Urban Studies* 30(2), 339-50

Page I (1995) Marketing Cities and Inward Investment. Paper presented at the BURIA City Marketing Workshop, February 22

Page S J and Hardyman R (1996) 'Place marketing and town centre management' *Cities* 13(3), 153-64

Racine J B (1994) 'The Hidden Faces of the City' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 77-89

Rodell M J (1993) 'City Marketing - the bottom line' *Third World Planning Review* 15(2), 187-93

Sadler D (1992) *The Global Region: Production, State Policies and Uneven Development* (Pergamon, Oxford)

Sadler D (1993) 'Place-marketing, Competitive Places, and the Construction of Hegemony in Britain in the 1980s' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 175-92

Shaw K (1993) 'The development of a new urban corporatism: the politics of urban regeneration in the North East of England' *Regional Studies* 27(3), 251-86

Shaw K (1994) 'Continuity and change in urban governance: urban regeneration initiatives in the North East of England' in P Garrahan and P Stewart (eds.) *Urban Change and Renewal: Paradox of Place* (Avebury, Hants), 49-65

Short J R, Benton M, Buce W B, and Walton J (1993) 'Reconstructing the Image of an Industrial City' *Annals of the Association of American Geographers* 88(2), 207-24

Sjoholt P (1994) 'The City of Bergen: Image and Marketing' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 228-37

Smyth H (1994) *Marketing the City: The role of flagship developments in urban regeneration* (Spon, London)

Squire S J (1993) 'Valuing countryside: reflections on Beatrix Potter tourism' *Area* 25(1), 5-10

Stewart M (1994) 'Between Whitehall and Town Hall - the realignment of urban regeneration policy in England' *Policy and Politics* 22(2), 133-45

The Editors (1992) 'Introduction: The City - Crisis, Change and Invention' in P Healey, S Cameron, S Davoudi, S Graham and A Madani-Pour (eds.) *Managing cities: the new urban context* (Wiley, London), 1-20

Van der Berg L, Klaassen L H, and Van der Meer J (1990) *Marketing Metropolitan Regions* (Euricur, Rotterdam)

Wakeman R (1996) Tourism and Regional Development in Languedoc: selling the leisure landscape. Paper presented at the First European Urban and Regional Studies Conference, University of Exeter, April 11-14

Ward S V (1995) Place marketing: a comparison of British and North American Experiences. Paper presented at the SACRPH Conference, Knoxville, October 12-15

Ward S V (1996) Place Marketing: a historical perspective. Paper presented at the RGS/IBG Conference, University of Strathclyde, January 3-6

Warnaby G (1998) 'Marketing UK cities as shopping destinations: problems and prospects' *Journal of Retailing and Consumer Services* 5(1), 55-58

Warnaby G and Davies B J (1997) 'Commentary: Cities as service factories? Using the servuction system for marketing cities as shopping destinations' *International Journal of Retail and Distribution Management* 25(6), 204-10

Warnaby G, Kell I and Bennison D (1994) Putting the jam back in the doughnut - the marketing of city centre shopping destinations in the North West. Paper presented at the Annual Marketing Education Group Conference, University of Ulster, July 4-6

Webster F E (1974) *Social Aspects of Marketing* (Prentice Hall, New Jersey)

Wenban-Smith A (1992) 'Infrastructure for Advanced Cities' *The Planner* August, 7-9

Wilkinson S (1992) 'Towards a New City? A Case Study of Image-Improvement Initiatives in Newcastle-upon-Tyne' in P Healey, S Davoudi, M O'Toole, S Tavsanoglu and D Usher (eds.) *Rebuilding the city: property-led urban regeneration* (Spon, London), 174-211

Williams C C (1992) 'The contribution of regional shopping-centers to local economic development - threat or opportunity' *Area* 24(3), 283-88

Partnerships and governance: the new political context of city marketing

Bailey M (1994) 'Towards a Research Agenda for Public-private Partnerships in the 1990s' *Local Economy* 8, 292-305

Bassett K (1996) 'Partnerships, Business Elites and Urban Politics: New Forms of Governance in an English City?' *Urban Studies* 33, 539-55

Bennett R J and Krebs G (1991) *Local Economic Development: partnership initiatives in Britain and Germany* (Belhaven, London)

Bennett R J and Krebs G (1994) 'Local economic development partnerships: an analysis of policy networks in EC LEDA local employment development strategies' *Regional Studies* 28(2), 119-40

Blackman T (1995) *Urban Policy in Practice* (Routledge, London)

Bovaird T (1995) Urban Governance and 'Quality of Life' Marketing in Strategies for Competition between Sustainable Cities. Paper presented at the Regional Futures: Past and Present, East and West Conference, Regional Studies Association, Gothenberg, May 6-9

Boyle M (1995) 'The politics of urban entrepreneurialism in Glasgow' *Geoforum* 25(4), 453-470

Brookes H, Leitman L and Schelling C S (eds.) (1984) *Public Private Partnerships: New Opportunities for Meeting Social Needs* (Ballinger, Cambridge)

Carley M (1991) 'Business in urban regeneration partnerships: a case study of Birmingham' *Local Economy* 6, 100-15

Commission of the European Communities (1993) *Urban Regeneration and Industrial Change* (Office for the Official Publications of the European Communities, Luxembourg)

Coussillan C (1997) The 'citizen regulation' of urban policies in the condition created by the new forms of local governance. Paper presented to the Third Annual Summer School in Local Government Studies, Oslo, July 28 to August 6

Cox K and Mair A (1989) 'Urban growth machines and the politics of local economic development - book review essay' *International Journal of Urban and Regional Research* 13(1), 137-46

Digaetona A and Klemanski J S (1993) 'Urban Regime Capacity: A Comparison of Birmingham, England and Detroit, Michigan' *Journal of Urban Affairs* 15(4), 367-84

Duckworth R, Simmons J M and McNulty R H (1986) *The Entrepreneurial American City* (Partners for Liveable Spaces, Washington, USA)

Eisenschitz A and Gough J (1993) *The politics of local economic policy: the problems and possibilities of local initiative* (MacMillan, London)

Fosler R S and Berger R A (eds.) (1982) *Public-private partnership in American Cities - Seven Case Studies* (Lexington Books, Lexington MA)

Geddes M (1996) Policy responses to social exclusion in the European Union: the local partnership approach. Paper presented to the First European Urban and Regional Studies Conference, Exeter, April 11-14

Goodwin, M and Painter J (1996) 'Local governance, the crisis of Fordism and the changing geographies of regulation' *Transactions of the Institute of British Geographers* NS 21, 635-48

Greer A and Hoggett P (1996) 'Quangos and Local Governance' in L Pratchett and D Wilson (eds.) *Local Democracy and Local Government* (MacMillan, Basingstoke), 150-69

Griffiths R (1993) 'The Politics of Cultural Policy in Urban Regeneration Strategies' *Policy and Politics* 21(1), 39-46

Hall T and Hubbard P (1996) 'The entrepreneurial city: new urban politics, new urban geographies?' *Progress in Human Geography* 20(2), 153-74

Harding A and Garside P (1995) 'Urban and Economic Development' in J Stewart and G Stoker (eds.) *The future of local government* (MacMillan, London), 166-87

Harding A (1995) 'Elite Theory and Growth Machines' in D Judge, G Stoker and H Wolman (eds.) *Theories of Urban Politics* (Sage, London), 35-53

Harding A (1996) *Coalition-Formation and Urban Redevelopment: A Cross-National Study, ESRC Local Governance Programme*. Online. Available at <http://www.ifs.org.uk/localgovernance/research/harding.htm> 3 February 1996.

Harvey D (1989) 'From Managerialism to Entrepreneurialism: The Transformation in Urban Governance in Late Capitalism' *Geografiska Annaler* 71 B, 13-17

Imrie R, Thomas H and Marshall T (1994) Business Organisations, Local Dependence and the Politics of Urban Renewal in Britain. Paper presented at the Cities, Enterprises and Society at the Eve of the 21st century Conference, University of Lille, March 16-18

Jones M R (1997) 'Spatial selectivity of the state? The regulationist enigma and local struggles over economic governance' *Environment and Planning A* 29(5), 831-64

Jones M R and Ward K G (1996) Assessing elites of UK Local Governance: Contrasting Experiences. Paper presented at the Association of American Geographers 92nd Annual Meeting, North Carolina, April 9-13

Kadwell B C and Martin S (1994) *The Local Authority and Economic Regeneration in the mid-1990s. Co-ordination, Community Involvement, and Partnership* (Local Government Management Board, Luton)

Keating M (1993) 'The Politics of Economic Development: Political Change and Local Development Policies in the United States, Britain and France' *Urban Affairs Quarterly* 28(3), 373-96

Kelly P F (1997) 'Globalization, power and the politics of scale in the Philippines' *Geoforum* 28(2), 151-71

Lauria M (1994) 'The transformation of local politics, manufacturing plant closures and governing coalition fragmentation' *Political Geography* 13(6), 515-39

Law C (1992) 'Property-led urban regeneration in inner Manchester' in P Healey, S Davoudi, M O'Toole, S Tavsanoglu and D Usher (eds.) *Rebuilding the city: property-led urban regeneration* (Spon, London), 60-76

Lawless P (1990) 'Regeneration in Sheffield: From Radical Intervention to Partnership' in D Judd and M Parkinson (eds.) *Leadership and Urban Regeneration: cities in North America and Europe* (Sage, London), 133-51

Leontidou L (1996) 'Alternatives to modernism in (Southern) urban theory - exploring in-between spaces' *International Journal of Urban and Regional Research* 20(2), 178-92

Lloyd P and Meegan R (1995) Contested Governance: European Exposure in the English Regions. Paper presented at the Regional Studies Association Conference, Regional Futures: Past and Present, East and West, Gothenberg, Sweden, May 6-9

Mayer M (1991) 'Politics in the Post-Fordist City' *Socialist Review*, 105-24

Mayer M (1995) 'Urban governance in a post-fordist city' in P Healey, S Cameron, S Davoudi, S Graham and A Madani-Pour (eds.) *Managing cities: the new urban context* (Wiley, London), 231-50

McGuirk P (1994) 'Economic restructuring and the realignment of the urban planning: The Case of Dublin' *Urban Studies* 31(2), 287-308

McGuirk P M, Winchester H P M and Dunn K M (1996) Entrepreneurial Approaches to Urban Decline: the Honeysuckle Redevelopment in Inner

Newcastle, New South Wales. Paper presented at the RGS-IBG Conference, University of Strathclyde, January 2-4

Miller W R (1997) Local Voters, Local Elites and Local Governance. Paper presented at the Third Annual Summer School in Local Government Studies, Oslo, July 28 to August 6

Mitchneck B (1997) 'The emergence of local government in Russia' in M J Bradshaw (ed.) *Geography and transition in the post-Soviet republics* (Wiley, Chichester), 89-108

Moore M (1990) 'Displacement, Partnership and Privatisation: Local Government and Urban Economic Regeneration in the 1980s' in D S King and J Pierre (eds.) *Challenges to local government* (Sage, London), 55-78

Paddison R (1997) 'Politics and Governance' in M Pacione (ed.) *Britain's cities: geographies of division in urban Britain* (Routledge, London), 317-32

Painter J, Wood M and Goodwin M (1995) British Local Governance Beyond Fordism: A Regulationist Perspective. Paper presented at the ESRC Local Governance Programme Conference, Exeter, September 19-20

Parkinson M (1996) '25 years of urban policy in Britain - partnership, entrepreneurialism or competition?' *Public Money and Management* 16(3), 7-14

Peck J and Tickell A (1994) 'Too Many Partners...The Future for Regeneration Partnerships' *Local Economy* 9, 251-65

Peck J and Tickell J (1995) 'Business goes local: dissecting the 'business agenda' in Manchester' *International Journal of Urban and Regional Research* 19, 55-78

Peck J (1995) 'Moving and shaking: business elites, state localism and urban privatisation' *Progress in Human Geography*.

Robinson R and Shaw K (1994) 'Urban policy under the conservatives: in search of the big idea' *Local Economy* 9(3), 224-35

Robson B (1994) 'Urban Policy - patchy past and a fragile future' *Municipal Review and AMA News* 750, 114-15

Robson B (1994) 'No city, no civilisation' *Transactions of the Institute of British Geographers* NS 19, 131-41

Shaw K (1993) 'The development of a new urban corporatism: the politics of urban regeneration in the North East of England' *Regional Studies* 27(3), 251-86

Shaw K (1994) 'Continuity and change in urban governance: urban regeneration initiatives in the North East of England' in P Garrahan and P Stewart (eds.) *Urban Change and Renewal: Paradox of Place* (Avebury, Hants), 49-65

Stenning A C (1997) 'Economic restructuring and local change in the Russian

Federation' in M J Bradshaw (ed.) *Geography and transition in the post-Soviet republics* (Wiley, Chichester), 145-62

Stoker G (1994) 'Urban Regimes and Leadership in Detroit' *Urban Affairs Quarterly* 30(1), 48-73

Stoker G (1995) 'Urban governance in Britain' *Sociologie Du Travail* 37(2), 301-15

Stoker G (1995) 'Regime Theory and Urban Politics' in D Judge, G Stoker and H Wolman (eds.) *Theories of Urban Politics* (Sage, London), 54-71

Stoker G and Mossberger K (1994) 'Urban regime theory in comparative perspective' *Environment and Planning C: Government and Policy* 12, 195-212

Stone C (1989) *Regime Politics: Governing Atlanta, 1946-1988* (University of Kansas Press, Lawrence)

Stone C (1993) 'Urban Regimes and the Capacity to Govern: A Political-Economy Approach' *Journal of Urban Affairs* 15(1), 1-28

Strange I (1997) 'Directing the show? Business leaders, local partnership and economic regeneration in Sheffield' *Environment and Planning C: Government and Policy* 15(1), 1-17

Syrett S (1997) 'The politics of partnership - the role of social partners in local economic development in Portugal' *European Urban and Regional Studies* 4(2), 99-114

Thomas H, Stirling T, Brownill S and Razzaque K (1996) 'Locality, urban governance and contested meanings of place' *Area* 28(2), 186-98

Tickell A and Peck J (1996) 'The Return of the Manchester Men: men's words and men's deeds in the remaking of the local state' *Transactions of the Institute of British Geographers* NS 21, 595-616

Tye R and Williams G (1994) 'Urban Regeneration and Centre-Local Relations: The Case of East Manchester' *Progress in Planning* 42, 1-97

Warner K and Molotch H (1995) 'Power to build - how development persists despite local controls' *Urban Affairs Review* 30(3), 378-406

Wolman H (1995) 'Local Government Institutions and Democratic Governance' in D Judge, G Stoker and H Wolman (eds.) *Theories of Urban Politics* (Sage, London), 135-59

Wood A (1996) Organising for local economic development: US-UK comparisons. Paper presented at the Association of American Geographers 92nd Annual Meeting, North Carolina, April 9-13

City marketing in the context of local and global relationships

Amin A and Thrift N (1994) (eds.) *Globalisation, institutions, and regional development in Europe* (Oxford University Press, Oxford)

Amin A and Thrift N (1995) 'Globalisation, Institutional Thickness and the Local Economy' in P Healey, S Cameron, S Davoudi, S Graham and A Madani-Pour (eds.) *Managing cities: the new urban context* (Wiley, London), 91-108

Chang T, Milne S, Fallon D and Pohlmann C (1996) 'Urban heritage tourism - the global-local nexus' *Annals of Tourism Research* 23(2), 284-35

Cox K (1993) 'The local and the global in the new urban politics: a critical view' *Environment and Planning D: Society and Space* 11, 433-48

Dicken P (1994) 'The Roepke Lecture in economic geography. Global-local tensions: firms and states in the global space economy' *Economic Geography* 70(2), 101-20

Dicken P, Forsgren M and Malmberg A (1994) 'The Local Embeddedness of Transnational Corporations' in A Amin and N Thrift (eds.) *Globalisation, institutions, and regional development in Europe* (Oxford University Press, Oxford), 23-45

Dunford M and Kafkalas G (1992) 'The global-local interplay, corporate geographies and spatial development strategies in Europe' in M Dunford and G Kafkalas (eds.) *Cities and Regions in the New Europe* (Belhaven, London), 3-38

Eisenschitz A and Gough J (1993) *The politics of local economic policy: the problems and possibilities of local initiative* (MacMillan, London)

Fainstein S S (1990) 'The Changing World Economy and Urban Restructuring' in D Judd and M Parkinson (eds.) *Leadership and urban regeneration: cities in North America and Europe* (Sage, London), 31-47

Harding A (1995) 'Elite Theory and Growth Machines' in D Judge, G Stoker and H Wolman (eds.) *Theories of Urban Politics* (Sage, London), 35-53

Hay C (1994) *Moving and Shaking to the Rhythm of Local Economic Development: Towards a Local Schumpeterian Workfare State?* (Lancaster Working Papers in Political Economy, Political Economy of Local Governance Series Working Paper 49, Department of Sociology, Lancaster University)

Jonas A E G (1996) 'Local Labour Control Regimes: Uneven Development and the Social Regulation of Production' *Regional Studies* 30(4), 323-38

Judd D and Parkinson M (1990) 'Urban leadership and regeneration' in D Judd and M Parkinson (eds.) (1990) *Leadership and urban regeneration: cities in North America and Europe* (Sage, London), 13-30

Lovering J (1997) 'Global Restructuring and Local Impact' in M Pacione (ed.)

Britain's cities: geographies of division in urban Britain (Routledge, London), 63-87

Peck J and Tickell A (1994) 'Jungle law breaks out - neo-liberalism and global-local disorder' *Area* 26(4), 317-26

Smith M P (1987) 'Global Capital Restructuring and Local Political Crises in US Cities' in J Henderson and M Castells (eds.) *Global restructuring and territorial development* (Sage, London), 234-50

Tickell A and Peck J (1995) 'Social regulation after Fordism - regulation theory, neo-liberalism and the global-local nexus' *Economy and Society* 24(3), 357-86

Yeoh B and Willis K (1996) 'The global-local nexus: Singapore's regionalisation drive' *Geography* 82(2), 183-6

Place imagery and representation in city marketing

Barke M and Harrop K (1994) 'Selling the industrial town: identity, image and illusion' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 93-114

Bates S (1995) From drawing board to drawing crowds: contrasting the image of the city. Paper presented at the Urban Environment-Tourism-International Conference, South Bank University, London, September

Bianchini F and Schwengel H (1990) 'Re-imagining the city' in J Corner and S Harvey (eds.) *Enterprise and Heritage - cross-currents of National Culture* (Routledge, London), 212-63

Bianchini F (1991) 'Alternative Cities' *Marxism Today* June, 36-38

Boyle M and Hughes G (1991) 'The politics of the representation of 'the real': discourses from the Left on Glasgow's role as European City of Culture, 1990' *Area* 23, 217-28

Burgess J (1978) Image and Identity. (Occasional Papers in Geography No 23, University of Hull, Hull)

Burgess J A (1982) 'Selling Places: Environmental Images for the Executive' *Regional Studies* 16(1), 1-17

Burgess J and Wood P (1988) 'Decoding Docklands - Place Advertising and Decision-making Strategies of the Small Firm' J Eyles and D M Smith (eds.) *Qualitative Methods in Human Geography* (Polity Press, Cambridge), 94-117

Buursink J (1994) 'Double Cities: Identity and Marketing of a New Urban Product' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 37-51

Dann G (1996) 'The people of tourist brochures' in T Selwyn (ed.) *The Tourist Image: Myths and Myth-Making in Tourism* (Wiley, London), 61-81

Dematleirs G (1994) 'Urban Identity, City Image and Urban Marketing' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 397-414

Gold J R (1994) 'Locating the message: place promotion as image communication' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester) 19-37

Gold J R and Ward S V (1994) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester)

Harvey D (1988) 'Down Towns' *Marxism Today* January, 21

Herbert D T (1996) 'The promotion and consumption of artistic places in France' *Tijdschrift voor Economische en Sociale Geografie* 87(5), 431-41

Herbert D T (1996) 'Artistic and literary places in France as tourist attractions' *Tourism Management* 17(2), 77-85

Holcomb B (1993) 'Revisioning Place: De- and Re-constructing the Image of the Industrial City' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 133-43

Lew A A (1991) 'Place representation in tourist guidebooks - an example from Singapore' *Singapore Journal of Tropical Geography* 12(2), 124-37

Meetham K (1996) 'Place image and power: Brighton as a resort' in T Selwyn (ed.) *The Tourist Image: Myths and Myth-Making in Tourism* (Wiley, London), 56-69

Pocock D (1992) 'Catherine Cookson Country: Tourist Expectation and Experience' *Geography* 77(3), 236-43

Ryan K B (1990) 'The 'Official' Image of Australia' in L Zonn (ed.) *Places Images in Media* (Rowman & Littlefield, Maryland), 135-58

Selby M and Morgan N J (1996) 'Reconstructing place image - a case study of its role in destination market research' *Tourism Management* 17(4), 287-94

Selwyn T (ed.) (1996) *The Tourist Image: Myths and Myth Making in Tourism* (Wiley, London)

Short J (1996) Deconstructing the reconstructions: place imagery, urban image renewal and the new urban order. Paper presented at the RGS/IBG Conference, University of Strathclyde, January 3-6

Wilkinson S (1992) 'Towards a New City? A Case Study of Image-Improvement

Initiatives in Newcastle-upon-Tyne' in P Healey, S Davoudi, M O'Toole, S Tavsanoglu and D. Usher (eds.) *Rebuilding the city: property-led urban regeneration* (Spon, London), 174-211

Young C and Lever J (1997) 'Place promotion, economic location and the consumption of city image' *Tijdschrift voor Economische en Sociale Geografie* 88(4), 332-41

City marketing in the context of local economic development

Bassett K (1986) 'Economic restructuring, spatial coalitions and local economic development strategies' *Political Geography Quarterly* 5, 163-75

Beauregard R A (1993) 'Constituting Economic Development: A Theoretical Perspective' in R D Bingham and R Mier (eds.) *Theories of Local Economic Development: Perspectives from across the disciplines* (Sage, London), 267-83

Bennett R J and Krebs G (1991) *Local Economic Development: partnership initiatives in Britain and Germany* (Belhaven, London)

Bennett R J and Krebs G (1994) 'Local economic development partnerships: an analysis of policy networks in EC LEDA local employment development strategies' *Regional Studies* 28(2), 119-40

Bingham R D and Mier R (eds.) (1993) *Theories of Local Economic Development: Perspectives from across the disciplines* (Sage, London)

Bovaird T (1994) 'Managing Urban Economic Development: Learning to Change or the Marketing of Failure?' *Urban Studies* 31, 573-603

Cooke P (1990) 'Manufacturing Miracles: the changing nature of the local economy' in M Campbell (ed.) *Local Economic Policy* (Cassell Education, London), 25-42

Eisenschitz A and Gough J (1993) *The politics of local economic policy: the problems and possibilities of local initiative* (MacMillan, London)

Green G P, Fleischman A and Kwong M (1996) 'The effectiveness of local economic development policies in the 1980s' *Social Sciences Quarterly* 77(3), 609-25

Hall T and Hubbard P (1996) 'The entrepreneurial city: new urban politics, new urban geographies?' *Progress in Human Geography* 20(2), 153-74

Haughton G, Peck J and Strange I (1997) 'Turf wars: the battle for control over English local economic development' *Local Government Studies* 23(1), 88-106

Hubbard P (1995) 'Urban design and local economic development' *Cities* 12(4), 243-51

Leitner H (1996) Overcoming the Economic Growth-at-any-cost Approach? - the

European Union and Local Economic Development Initiatives. Paper presented to the Association of American Geographers 92nd Annual Meeting, North Carolina, April 9-13

Lovering J (1995) 'Creating discourses rather than jobs: the crisis in the cities and the transition fantasies of intellectuals and policy makers' in P Healey, S Cameron, S Davoudi and A Madani-Pour (eds.) *Managing Cities: The New Urban Context* (Wiley, London), 109-26

Mills L and Young K (1986) 'Local authorities and economic development: a preliminary analysis' in V A Hausner (ed.) *Critical issues in urban economic development: Volume One* (Oxford University Press, Oxford), 89-144

Mitchneck B (1995) 'An assessment of the growing local economic development function of local authorities in Russia' *Economic Geography* 71(2), 150-70

Mitchneck B (1995) *History, local government and economic restructuring in Russia* (University of Arizona, Tucson)

Wood A (1996) 'Analyzing the politics of local economic development - making sense of cross-national convergence' *Urban Studies* 33(8), 1281-95

Case studies of city and place marketing

Where the location of the case study is not obvious from the title it is indicated in brackets after the reference, e.g. [Chicago]. Other considerations of specific places can also be found throughout the rest of the bibliography.

Anderson H and Jorgensen J (1995) 'Copenhagen' *Cities* 12(1), 13-22

Ashworth G J and Voogd H (1988) 'Marketing the city: Concepts, processes and Dutch applications' *Town Planning Review* 59(1), 65-79 [Groningen, Hoogeveen]

Ave G and Corsico F (eds.) (1993) *Urban Marketing in Europe* (Torino Inontra, Torino) [Warsaw]

Bassett K (1990) 'Swindon: the rise and decline of a growth coalition' in M Harloe, C Pickvance and J Urry (eds.) *Place, Policy and Politics: Do Localities Matter?* (Unwin Hyman, London), 123-36

Bennet L (1993) 'Washington, Harold, and the Black Urban Regime' *Urban Affairs Quarterly* 28(3), 423-40

Benton L M (1995) 'Will the real/reel Los Angeles please stand up' *Urban Geography* 16(2), 144-64

Boyle M and Hughes G (1991) 'The politics of the representation of 'the real': discourses from the Left on Glasgow's role as European City of Culture, 1990' *Area* 23, 217-28

Boyle M (1995) 'The politics of urban entrepreneurialism in Glasgow' *Geoforum* 25(4), 453-70

Bramwell B and Rawding L (1994) 'Tourism marketing, objectives and urban governance' *Tourism Management* 15(6), 425-34 [Birmingham, Bradford, Manchester, Sheffield, Stoke-on-Trent]

Brownill S (1994) 'Selling the inner city: regeneration and place marketing in London's Docklands' in J R Gold and S V Ward (eds.) *Place Promotion: The Use of Publicity to Sell Towns and Regions* (Wiley, Chichester), 133-51

Burgess J and Wood P (1988) 'Decoding Docklands - Place Advertising and Decision-making Strategies of the Small Firm' J Eyles and D M Smith (eds.) *Qualitative Methods in Human Geography* (Polity Press, Cambridge), 94-117

Davies R J (1994) 'Structural Underpinnings of an Olympic City Bid' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 111-27 [South African cities]

Digaetona A and Klemanski J S (1993) 'Urban Regime Capacity: A Comparison of Birmingham, England and Detroit, Michigan' *Journal of Urban Affairs* 15(4), 367-84

Digaetona A and Klemanski J S (1993) 'Urban regimes in comparative perspective - the politics of urban development in Britain' *Urban Affairs Quarterly* 29, 54-83

Duckett J (1996) 'The emergence of the entrepreneurial state in contemporary China' *Pacific Review* 9(2), 180-98

Dunn K M, McGuirk P M and Winchester H P M (1995) 'Place Making: the Social Construction of Newcastle' *Australian Geographical Studies* 33(2), 149-66

Fainstein S S and Harloe M (1992) 'Introduction: London and New York in the contemporary world' in S S Fainstein, I Gordon and M Harloe (eds.) *Divided cities: New York and London in the contemporary world* (Blackwell, Oxford), 1-28

Goodwin M (1993) 'The City as Commodity: The Contested Spaces of Urban Development' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 145-62 [London Docklands, Sheffield]

Goss J D (1993) 'Placing the market and marketing place: tourist advertising of the Hawaiian islands, 1972-92' *Environment and Planning D: Society and Space* 11, 663-88

Griffiths R (1993) A Cultural Strategy for Urban Regeneration in Bristol, UK. Paper presented at the 35th Annual Conference for the Association of Collegiate Schools of Planning, University of Pennsylvania, Philadelphia, USA, October 28-31

Griffiths R (1993) 'The Politics of Cultural Policy in Urban Regeneration Strategies' *Policy and Politics* 21(1), 39-46 [Bristol]

Hall D (1995) 'Pride and presumption' *Town and Country Planning* February, 36-7 [London]

Hall S (1995) 'The rise and fall of local economic development? A case study of Dudley MBC' *Local Government Studies* 21(1), 1-10

Harding A and Garside P (1995) 'Urban and Economic Development' in J Stewart and G Stoker (eds.) *The future of local government* (MacMillan, London), 166-87 [North-west England]

Harding A (1996) Coalition-Formation and Urban Redevelopment: A Cross-National Study, ESRC Local Governance Programme. Online. Available: <http://www.ifs.org.uk/localgovernance/research/harding.htm> 3 February 1996 [Hamburg, Copenhagen, Amsterdam, Manchester, Edinburgh]

Hardy J and Rainnie A (1996) *Restructuring Krakow: Desperately Seeking Capitalism* (Cassell Mansell, London)

Harris P and O'Toole L (1994) 'The Olympic Bid: Manchester 2000' in P Harris and F McDonald (eds.) *European Business and Marketing: Strategic Issues* (Paul Chapman Publishing, London), 215-22

Hill C R (1994) 'The Politics of Manchester's Olympic Bid' *Parliamentary Affairs* 47, 338-54

Holcomb B (1993) 'Revisioning Place: De- and Re-constructing the Image of the Industrial City' in G Kearns and S Philo (eds.) *Selling Places: the city as cultural capital, past and present* (Pergamon, Oxford), 133-43 [Pittsburgh, Cleveland USA]

Hubbard P (1996) 'Re-imaging the city: the transformation of Birmingham's Urban Landscape' *Geography* 81(1), 26-36

Judd D and Parkinson M (1990) 'Urban leadership and regeneration' in D Judd and M Parkinson (eds.) (1990) *Leadership and urban regeneration: cities in North America and Europe* (Sage, London), 13-30 [Baltimore, Buffalo, Huston, Pittsburgh, Glasgow, Sheffield, Liverpool, Montreal, Vancouver, Marseille, Hamburg]

Kenny J T (1995) 'Making Milwaukee famous: cultural capital, urban image, and the politics of place' *Urban Geography* 16(5), 440-58

Kuklinksi A (ed.) (1995) *Baltic Europe in the Perspective of Global Change - Volume 1* (Oficyna Naukowa, Warszawa)

Law C (1992) 'Property-led urban regeneration in inner Manchester' in P Healey, S Davoudi, M O'Toole, S Tavsanoğlu and D Usher (eds.) *Rebuilding the city: property-led urban regeneration* (Spon, London), 60-76

Law C (1994) 'Manchester's Bid for the Millennium Olympic Games' *Geography* 79, 222-31

Lawless P (1990) 'Regeneration in Sheffield: From Radical Intervention to Partnership' in D Judd and M Parkinson (eds.) *Leadership and Urban Regeneration: cities in North America and Europe* (Sage, London), 133-51

Lawless P (1993) *Infrastructural Investment, City Marketing and Image in Sheffield: the context* (Research Paper Number Four, Centre for Economic and Social Research, Sheffield Hallam University)

Lever J and Young C (1997) *The use of place imagery in place promotion and its role in the office location decision-making process in Lancaster* (Manchester Metropolitan University, Manchester)

Lever W F (1987) 'Glasgow: Policy for the Post-Industrialist City' in B Robson (ed.) *Managing the City: the aims and impacts of urban policy* (Croom Helm, London), 40-59

Lew A A (1991) 'Place representation in tourist guidebooks - an example from Singapore' *Singapore Journal of Tropical Geography* 12(2), 124-37

Loftman P and Nevin B (1994) 'Prestige project developments: economic renaissance or economic myth? A case-study of Birmingham' *Local Economy* 8, 307-14

Loftman P and Nevin B (1996) 'Going for growth: Prestige Projects in three British cities' *Urban Studies* 33(6), 991-1019 [Birmingham, Sheffield and Manchester]

Madsen H (1992) 'Place marketing in Liverpool: a review' *International Journal of Urban and Regional Research* 16, 633-40

Mawson J, Nientied P and Collinge C (1994) Urban economic development, national and local government policies in the English regions and the Netherlands. Paper presented at the Cities, Enterprises and Society at the Eve of the XXIst Century conference, Lille, March 17-18

McGuirk P (1994) 'Economic restructuring and the realignment of the urban planning: The Case of Dublin' *Urban Studies* 31(2), 287-308

McGuirk P M, Winchester H P M and Dunn K M (1996) Entrepreneurial Approaches to Urban Decline: the Honeysuckle Redevelopment in Inner Newcastle, New South Wales. Paper presented at the RGS-IBG Conference, University of Strathclyde, January 2-4

Naylor J (1996) Barcelona - A World City? Paper presented at the First European Urban and Regional Research Conference, April

Neil W J V (1993) 'Physical planning and image enhancement: recent developments in Belfast' *International Urban and Regional Research* 17(4), 595-609

Neil W J V (1995) 'Lipstick on the Gorilla: the failure of image-led planning in Coleman Young's Detroit' *International Journal of Urban and Regional Research* 19(4), 639-53

O'Connor J and Wynne D (1993) *From the margins to the centre? Cultural production and consumption in the post-industrialist city* (Working Papers in Popular Cultural Studies 7, Institute of Popular Studies at the Manchester Metropolitan University, Manchester) [Manchester]

Paddison R (1993) 'City Marketing, Image Reconstruction and Urban Regeneration' *Urban Studies* 30(2), 339-50 [Glasgow]

Pinch S (1994) 'Growth coalitions and local economic development strategy in southern England: a case-study of the Hampshire Development Association' *Political Geography* 13(4), 344-60

Raco M (1997) 'Business associations and the politics of urban renewal: the case of the Lower Don Valley, Sheffield' *Urban Studies* 34(3), 383-402

Shaw K (1993) 'The development of a new urban corporatism: the politics of urban regeneration in the North East of England' *Regional Studies* 27(3), 251-86

Shaw K (1994) 'Continuity and change in urban governance: urban regeneration initiatives in the North East of England' in P Garrahan and Stewart P (eds.) *Urban Change and Renewal: Paradox of Place* (Avebury, Hants), 49-65

Short J R, Benton M, Buce W B and Walton J (1993) 'Reconstructing the Image of an Industrial City' *Annals of the Association of American Geographers* 88(2), 207-24 [Syracuse]

Sjoholt P (1994) 'The City of Bergen: Image and Marketing' in J Korn, H Lindemann, A Schultz, G Woosnam and J Woosnam (eds.) *Managing and Marketing of Urban Development and Urban Life* (Dietrich Reiner Verlag, Berlin), 228-37

Spooner D, Karran T, Elliot-White M and Davidson N (1995) *The Image of Hull: A Research Profile* (Hull City Vision Limited, Hull)

Squire S J (1993) 'Valuing countryside: reflections on Beatrix Potter tourism' *Area* 25(1), 5-10 [Lake District, UK]

Strange I (1997) 'Directing the show? Business leaders, local partnership and economic regeneration in Sheffield' *Environment and Planning C: Government and Policy* 15(1), 1-17

Syrett S (1997) 'The politics of partnership - the role of social partners in local economic development in Portugal' *European Urban and Regional Studies* 4(2), 99-114

Tye R and Williams G (1994) 'Urban Regeneration and Centre-Local Relations: The Case of East Manchester' *Progress in Planning* 42, 1-97

Wakeman R (1996) *Tourism and Regional Development in Languedoc: selling the leisure landscape*. Paper presented at the First European Urban and Regional Studies Conference, University of Exeter, April 11-14

Ward S V (1995) *Place marketing: a comparison of British and North American Experiences*. Paper presented at the SACRPH Conference, Knoxville, October 12-15

Ward S V (1996) *Place Marketing: an historical perspective*. Paper presented at the RGS/IBG Conference, University of Strathclyde, January 3-6 [UK and North America]

Wenban-Smith A (1992) 'Infrastructure for Advanced Cities' *The Planner* August, 7-9 [Birmingham, Cambridge]

Whelan R K, Young A H and Lauria M (1994) 'Urban regimes and racial politics in New Orleans' *Journal of Urban Affairs* 16(1), 1-21

Wilkinson S (1992) 'Towards a New City? A Case Study of Image-Improvement Initiatives in Newcastle-upon-Tyne' in P Healey, S Davoudi, M O'Toole, S Tavsanoğlu and D. Usher (eds.) *Rebuilding the city: property-led urban regeneration* (Spon, London), 174-211

Williams B (1993) 'Taxation incentives and urban renewal: Dublin 1986-1992' *The Property Journal* 4(2), 1-11

Williams G (1996) 'City Profile: Manchester' *Cities* 43(4), 203-42

Wilson D (1996) *Representing the City: Growth Coalitions and Uneven Development in Two Midwest Cities*. Paper presented at the Association of American Geographers 92nd Annual Meeting, North Carolina, April 9-13

Young C and Lever J (1997) 'Place promotion, economic location and the consumption of city image' *Tijdschrift voor Economische en Sociale Geografie* 88(4), 332-41 [Manchester]

Resources for investigating city marketing on the World Wide Web

The World Wide Web contains many hundreds of sites prepared by local authorities around the world. Though these vary in quality and content many give good examples of local authority practice in city marketing. Many of these local authority sites can be accessed via the websites indicated below which form a starting point for Web searches. They are intended only as an initial guide to the vast resources available on the Web.

City Net (links to 5000+ places, examples of place advertising)
<http://www.city.net/>

Directory of local authorities in the UK (list of UK local authority websites)
<http://www.tagish.co.uk/tagish/links/localgov.htm>

Government Information Service (links to UK local authorities and other governmental bodies)
<http://www.open.gov.uk/>

Keele University (links to UK local government plus links to European and North American information on local government)
<http://www.keele.ac.uk/depts/po/local.htm>

UK Local Government Web Sites in England and Wales (list of websites)
<http://www.gwydir.demon.co.uk/uklocalgov/localgov.htm>

UK Travel Guide (links to 100+ places in the UK, examples of place advertising)
<http://www.uktravel.com/ukmap.html>

UK Local Government Web Sites in Scotland and Northern Ireland (list)
<http://www.gwydir.demon.co.uk/uklocalgov/localgsi.htm>

Examples of North American and European government sites (websites which have links to local authorities outside of the UK)

Canada
<http://www.intergov.gc.ca/>

Finland
<http://www.cs.hut.fi/finland.html#Municipalities>

Germany
<http://www.chemie.fu-berlin.de/adressen/bl/bundeslaender.html>

Spain (Madrid)
<http://www.munimadrid.es/ayuntamiento/html/aying.map?25,240>

Switzerland
http://www.ethz.ch/swiss/Switzerland_Info.html

USA
<http://www.piperinfo.com/state/states.html>

HISTORIANS, HERITAGE AND ALL THAT: A REVIEW ARTICLE.

by J. D. Marshall.

Although the word heritage is as old as the English language, it has assumed its special significance only within the last two decades. The late Raphael Samuel's *Theatres of Memory*¹ traces the semantics of the term, while Robert Hewison² has pointed out that the word found parliamentary approval, if not definition, in the National Heritage Acts of 1980 and 1983. In the latter year the organisation known as English Heritage was set into operation. The author of a recent major study of the heritage upsurge, David Lowenthal,³ states that 'the modern preoccupation with heritage dates from about 1980', that is in France, Britain and the United States. France's Year of Patrimony was in fact 1980, although the European Architectural Heritage Year was 1975.

It is worth bearing in mind that the word and the rather inchoate movement it represents are not peculiar to Britain (or England), and in the U.S.A. the general idea seems to have been appropriated by the new or Reaganite right, when the Heritage Foundation of 1973 was organised to promote conservative and anti-communist political philosophy on an international scale.⁴ The then Mrs. Thatcher was a dedicated supporter of the Foundation (and probably still is). It was credited with influencing American and British decisions to withdraw from UNESCO.

Can we then assume that heritage has deep political connotations? If its political depths are murky, as they are, it will also be wrong to assume that any clearcut concept or formula appears in the gloom. The original commentators on the characteristics of English heritage, Hewison and Patrick Wright,⁵ were in any case accused of indulging themselves in conspiracy theory, and the truth seems to be that the movement - hardly a 'crusade' as in Lowenthal's title - is inchoate if influential and even powerful through governmental interventions and postures, but is chiefly remarkable for its appeal to broad masses and for the widespread nature of its grassroots activity. It is this which justifies a fairly lengthy review article in JORALS, for no regional or urban or local historian is likely to have travelled far in his or her territory without encountering some manifestation of heritage. On a broader scale, the movement is international if not internationalist, for heritage thrives on ethnic differences, and on nationalism and even chauvinism. Its patriotism is in no case examined dispassionately or coolly, but is taken for granted. The word itself has national nuances, so that the French *patrimoine* can be seen as personal, in the sense that a legacy is personal, while the German *Erbgut* may seem to be tribal or nationalistic. The regional historians of the future will collide with ethnic groups and cultural differences at every turn, and will meet with the raw material of folkways studies, which take heritage (alarmingly?) close to the serious business of social history.

Heritage, then, is not history, although it uses historical texts and findings. It is a response to particular views of the past, and to popular reactions to the past on the part of large numbers of persons who, as consumers, visit museums or theme parks, or who take part in local celebrations which refer to the past in those localities. Heritage responds by using forms of presentation that demand the simplified, that over-simplify, employ bias, ignore evidence, prompt nostalgia, and above all appeal to antiquarianism, the state of mind that absorbs